



Creating High-Impact Community Engagement with Appreciative Inquiry and The World Cafe

EPA Community Involvement Training
Conference

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Why AI and The World Café?

- Stakeholders want more than a “focus group” – “open-house burn-out”
- Problems and Opportunities need the buy-in and active participation of all.
- Finding new solutions needs the creativity and insight of diverse stakeholders.



What do AI and TWC offer?

- AI and TWC are methods that allow people to meet each other where they are.
- Move from “positional thinking” i.e. “we against them” to joint solution-finding.
- Draw on the strengths of all.
- Allow very diverse stakeholders to actively participate.



What does this workshop offer?

- Brief overview of Appreciative Inquiry and The World Café as distinct methods for public engagement.
- Active practice.
- Direct experience of the methods.



Appreciative Inquiry

Appreciative Inquiry is a social-action research based, systematic change methodology. It uses the power of positive image and question to create the momentum for participatory change. It is a deliberate, rigorous search for the root-causes of success.

“Appreciative Inquiry focuses us on the positive aspects of our lives and leverages them to correct the negative.

It’s the opposite of ‘problem-solving.’”

White, T.H. Working in Interesting Times:



Ap-pre'ci-ate, v.,

1. valuing; the act of recognizing the best in people or the world around us; affirming past and present strengths, successes, and potentials; to perceive those things that give life (health, vitality, excellence) to living systems
2. to increase in value, e.g. the economy has appreciated in value.
3. Synonyms: VALUING, PRIZING, ESTEEMING, and HONORING.



In-quire' (kwir), v.,

1. the act of exploration and discovery.
2. To ask questions; to be open to seeing new potentials and possibilities.
3. Synonyms: DISCOVERY, SEARCH, and SYSTEMATIC EXPLORATION, STUDY.



Problem Solving

- Identify Problem
- Conduct Root Cause Analysis
- Brainstorm Solutions & Analyze
- Develop Action Plans

Metaphor: Human Systems are problems to be solved. Machines to be tuned.

Appreciative Inquiry

- Appreciate “What is”
(What gives life?)
- Imagine “What Might Be”
- Determine “What Should Be”
- Create “What Will Be”

Metaphor: Human Systems are a solution/mystery to be embraced. A human system to be inspired



Different Research Converges

When groups capture positive imagery internally and make it visible, it starts to drive change.

Human Systems grow in the direction of the questions they ask.

Pygmalion Effect

Change a teacher's image of a student, and their behavior changes toward the student, improving student performance

Internal Conversations

Studies of pre and post operative patients. Difference in recovery between positive and negative imagery.

Sports

Vivid visualization of one's performance guides physical performance. Speed of learning when only correct images are reviewed.

Sociology

The study of problems creates an increase in number & severity of problems. But opposite also occurs.

Placebo Effect

Help someone construct an image of how something might happen, and it drives behavior which creates a change in that direction



Five Principles of Appreciative Inquiry

- ***Constructionist Principle:*** The way we know is fateful.
- ***Principle of Simultaneity:*** Change begins at the moment you ask the question.
- ***Poetic Principle:*** Organizations are an open book.
- ***Anticipatory Principle:*** Deep change= change in active images of the future.
- ***Positive Principle:*** The more positive the question, the greater and longer-lasting the change.



Discovery

“What gives life?”
(The best of what is)

Appreciating

Destiny

“How to empower, learn,
and adjust/improvise?”

Sustaining

Dream

“What might be?”
(What is the world calling for)

Envisioning Results

*Affirmative
Topic Choice*

Design

“What should be--the ideal?”

Co-constructing

*Appreciative Inquiry
“4-D” Cycle*



AI Process

- Discovery
 - Develop initial interview protocol
 - Conduct Interviews
 - Identify themes
 - Develop Provocative Proposition
- Dream & Design
 - Develop second interview protocol
 - Identify themes/ideas, solution
- Destiny
 - Implement



Appreciative Interview Protocol Basics

- High Point / Value – Positive Experiences & Strengths
- Continuity Search – examples of success in the area of choice.
- Dream/Future Search – the vision



Genius is Creating the Question – The Bridge between AI and TWC:

“What would the universe look like if I were riding on the end of a light beam at the speed of light?”

---Albert Einstein



The Art of the Question

- What's the biggest problem here?
- Why did I have to be born in such a troubled family?
- Why do you blow it so often?
- Why do we still have those problems?
- What possibilities exist that we have not thought about yet?
- What's the smallest change that could make the biggest impact?
- What solutions would have us both win?
- What makes my questions inspiring, energizing, and mobilizing?



What we ask determines what we will discover. What we discover influences how we talk. How we talk inspires how we dream together. How we dream together sets the stage for what we achieve.

A great question....

- Truly begs an answer.
- Is meaningful.
- Is simple and clear.
- Is thought-provoking
- Challenges perceptions
- Generates energy.
- Focuses the inquiry.
- Clarifies values and objectives
- Surfaces assumptions.
- Opens new possibilities.
- Suggests action.



The World Café

As a conversational process, the World Café is an innovative yet simple methodology for hosting conversations about questions that matter. These conversations link and build on each other as people move between groups, cross-pollinate ideas, and discover new insights into the questions or issues that are most important in their life, work, or community. As a process, the World Café can evoke and make visible the collective intelligence of any group, thus increasing people's capacity for effective action in pursuit of common aims.



From: www.theworldcafe.com



The World Café Principles

- Set The Context
- Create A Hospitable Space
- Explore Questions That Matter
- Encourage Everyone's Contribution
- Connect Diverse Perspectives
- Listen Together and Notice Patterns
- Share Collective Discoveries



Café Etiquette

Contribute your thinking.

Speak about what has heart and meaning for you.

Listen with friendly curiosity for understanding.

Link and connect ideas.

Listen together for hindsight, insight & foresight.

Tune in to deeper questions.

Play... Doodle... Draw... Improvise.

Have Fun!

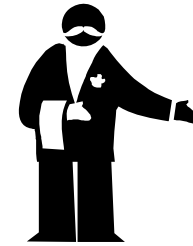


Table Hosts

- Share highlights of the previous discussions with new table members
- Remind people at your table to jot down key connections, ideas, discoveries, and deeper questions as they emerge.
- Encourage full participation with all voices being heard.
- At the end of the café, capture key learnings, headlines and favorite quotes in graphic &/or word form to share with others in your café.



Dessert

After a couple of satisfying conversations, consider what you've learned together.

- What patterns do you see?
- What has surprised you?
- What wants to express itself?
- What deeper questions would you like to ask?



Resources & Contact

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References & Resource

Many of the AI resources used in this workshop are adapted from the work of Dr. David Cooperrider Professor of Organizational Behavior at Case Western Reserve University and the extended AI Community.

Appreciative Inquiry Commons

<http://appreciativeinquiry.case.edu>

The World Café materials are based on the work of Juanita Brown and David Issacs and other resources that are available at

The World Café

<http://www.theworldcafe.com/>